

**GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA**

UNSTARRED QUESTION NO:912
ANSWERED ON:04.03.2008
SELF HELP WOMEN GROUPS
Jagannath Dr. M.

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether the Khadi and Village Industries Commission proposes to market the products produced by the Self Help Women Groups through their retail network;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

Answer

MINISTER FOR MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI MAHABIR PRASAD)

(a) & (b): The Government in the Ministry of Micro, Small and Medium Enterprises has been implementing the Rural Employment Generation Programme (REGP), a credit-linked subsidy programme, through the Khadi and Village Industries Commission (KVIC), throughout the country, to assist eligible applicants in setting up labour-intensive industries in the rural areas and small towns with population upto 20,000 and thus generate additional employment. Under this programme, entrepreneurs can establish village industries, by availing of margin money assistance from KVIC and loans from any public sector scheduled commercial bank, for projects with a maximum cost of Rs. 25 lakh. Under REGP, self-help groups (SHGs), including women SHGs, have been assisted, with effect from 01 April 2002, in setting up village industries. These women SHGs are helped to sell their products through the departmental sales outlets of KVIC as well as through its assisted agencies. Financial assistance for backward and forward linkages, including marketing of products, is also provided under REGP. Further, KVIC also organizes exhibitions at various levels such as national level, zonal level, State level, district level under which local SHGs also get an opportunity to display and market their products. In addition, as per MoU signed between KVIC and Ministry of Women and Child Development and Army Wives Welfare Association, SHGs are helped to market their products through the outlet facilities available with them, wherever feasible.

(c): Does not arise.